



Documentanexistingexperience

Narrowyourfocustoaspecificscenarioorprocesswithinanexistingproductor service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each the "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
Steps	Guidance from bank Provides ease of access Eliminates the need for visiting banks.	Convenience User friendly interface	Compatible Scalable Secure communication Interoperable	Accessible, Reliable 24/7	Cost effective Enhances customer satisfaction Personalized experience
Interactions	Able to query easily Get immediate responses	Allows customers to choose response options Experiences detailed	Conversations can be made multilingual Chatbot provides provision to connect to a real agent	Chatbots can be used in various industries Chatbot actions are said to be swift	Customers feel satisfied with the experience Chatbot features
Goals & motivations	Chatbot responses should not be ambiguous Chatbot should be available 24/7	Customer queries can be resolved without visiting the bank. Minimal human support would be required	Chatbot should provide responses for savings and current account creation Chatbot should provide responses for availing loan Chatbot should provide responses for issues in net banking	Chatbot should provide personalized experience Chatbot should provide secure communication	Customers should get proper guidance about banking through chatbots
Positivemoments	Customers get resolved with their queries at their home Free of cost	Accessible anywhere	Eliminates waiting time in banks Has provisions for Google Search integration	Customer experiences quick responses	Customers do not get frustrated Resolves issues with traditional banking
Negativemoments	Requires a stable internet connection Responses made by the chatbot may be difficult to understand by some users	Technical knowledge is required Chatbot conversations may be sometimes misunderstood	Can't understand ambiguous requests Customers get annoyed by getting repetitive answers so sometimes	Customers could be misled if information provided by bots are not reliable Chatbots may not be so interactive as a real human	Training the bot with ambiguous responses makes the responses ambiguous customers unsatisfied
Areas of opportunity	Ensures privacy	Customizable answers Accurate results	A well-trained chatbot will resolve most of the customer queries Ensures confidential conversations	Simple to use Works efficiently	Chatbots try to achieve for customer support Reduces cost to scalability of services for the bank